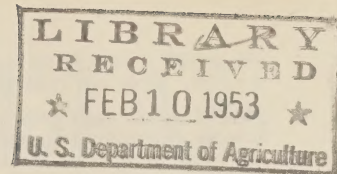


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



Gladiolus **BULBS**

That Make Blooms Of Beauty

Hardy Northern Grown

Disease Free

Greetings

We take pleasure in presenting our 1953 price list. We hope you will like the varieties we are presenting.

No one person could possibly grow all the varieties of Glads that are on the market. We do feel that we are offering only varieties that have proven outstanding in field trials and on the show table, both for the home garden and commercial growers.

Our prices may not be the lowest, but are in keeping with a modest profit, and a sincere effort to give you quality. Glad growing is mainly a sideline hobby with us and we do not feel it is worthwhile to risk your friendship and confidence.

For sheer beauty, Glads are one of the grandest flowers to grow. Their many colors, their long growing season and their adaptability to most any type of floral decoration make them tops for your money.

Won't you place an order today and enjoy their pleasure with us? You will be well rewarded.

Lewis E. Beals

"The House of Glads"

3402 ASHMAN STREET

MIDLAND, MICHIGAN

THE BULBS — are all grown on sand loam soil, and state inspected and disease free. Every effort is made to ship quality stock, true to name. If for any reason you are not satisfied, let us know and we will make adjustment to your satisfaction.

ORDERS — are cash with order or 25% down, balance before shipment. Orders of \$2.50 or more shipped prepaid. We aim to put in some extras on all orders—the larger the order the more extras. All orders filled in the order they are received. You are mailed a confirmation of order the same day it is received.

SUBSTITUTION — Please indicate on the order if we may substitute size or variety in case we are out of what you order. We do not substitute unless you tell us to.

SIZES — Large bulbs are 1 1/4" in diameter or over, medium are 3/4" to 1 1/4", small are under 3/4". Bulblets are hand selected — approximately 100 to a packet.

GENERAL LIST

Special Group--Priced As Shown--See Refund Guarantee Plan

BRIDAL ORCHID (566)—(Midseason) A beautiful shade of lavender blending to a lighter throat. A good grower that produces fine spikes. Capable of winning on any show table. Color will vary somewhat due to planting conditions, but is always beautiful.

Large, 1 for 50¢; Medium, 1 for 35¢

COLUMBIA (407)—(early midseason) A beautiful creamy white edged in rose. Much like the older Corona in color but far superior in health, placement and color consistency. Will make a good commercial when prices are lower. I have not had a single bad spike in this variety.

Large \$1.50 each; Medium \$1.00 each

CONNIE G. (506)—(Early Midseason) A large heavily ruffled clear cream. Really a sight to behold, a single spike is breathtaking and a handful is out of this world.

Large 50¢ each; Medium 40¢ each

CROWN JEWEL (460)—(Early) Something entirely different in the lavender class. A light lavender blending to a reddish throat, creating a beautiful appearance. Makes a beautiful basket. One you should own.

Large 50¢; Medium 35¢ each

CRUSADER (301)—(Midseason) A snowy white glad with a striking velvety purple throat. Something really different. Not too large a glad but beautiful in arrangements.

Large \$1.00; Medium 75¢ each

CYNTHIA (410) — (Early) A soft shade of lemon yellow that blends well with other colors. Grows well and forms a nice spike.

Large, 1 for 50¢; Medium, 1 for 35¢

ELMER'S ROSE (460)—(Midseason) A wonderful new rose. Florets are of good substance, heavily ruffled and well spaced on a tall stalk. One of the finest of the new ones and destined to be popular for a long time.

Large 50¢; Medium 35¢

GAIL (466)—(Midseason) A light lavender with deeper edges and slightly penciled throat marks. A good grower, tall spike and good placement. Never crooks or flecks from heat and opens clear to the top.

Large 50¢ each; Medium 40¢ each

GOLD (412)—(Midseason) A beautiful deep rich clear yellow. Florets are nicely ruffled and attachment is very good. When given the right growing conditions it makes a tall spike. Can win on the show table and is a good commercial. It's only fault is that it does not always grow too tall, however, to me this in no way detracts from its beauty.

Large \$1.00; Medium 75¢ each

HAROLD K (536)—(Midseason) One of the largest and best of the deep scarlets, Mammoth florets of heavy velvety texture. Good attachment and placement on a tall spike. If you like big deep reds, this is it.

Large 60¢; Medium 40¢ each

KING DAVID (570)—(Midseason) Probably the greatest and nearest perfect new glad in recent years. A large deep rich purple with a fine silvery edge. Heavily ruffled and fluted with a velvety texture. Grows on a tall spike with 8 or more open and many buds showing color. Will win at any show.

Large \$1.50 Medium \$1.25 each

MISS CHICAGO (560)—(Midseason) Another of the giants. A large light rose with a yellow lip. Opens many huge blooms on a tall flowerhead. A slow propagator.

Large 40¢; Medium 30¢ each

MOTHER FISHER (400)—(Midseason) A tall beautiful white that is well liked. A good grower with well placed florets.

Large 50¢; Medium 35¢ each

NOWETA ROSE (560)—(Midseason) One of the sensational newer introductions. A very clear lavender rose that is beautiful. Good placement on a tall spik. Should be popular for years to come.

Large, 50¢ each; Medium, 40¢ each

ORCHID FANTASY (466)—(Early) A beautiful pastel shade of lavender. Should be very popular with florists as well as the show table. Opens well and stands heat very well. There are not too many good early blooming lavenders. This looks like it could fill the bill.

Large \$1.50; Medium \$1.00 each

PHARAOH ((530) — (Late Midseason) A beautiful pink with a yellow throat. Tall strong growing with blooms well placed and firmly attached. Good commercial.

Large, 1 for 35¢; Medium, 1 for 25¢

POINSETTIA (450)—(Midseason) A 1952 release considered by many to be one of the finest reds to be introduced. A pure light red with slightly ruffled florets. Poinsettia is a consistent producer of both commercial and show spikes. 5 to 7 open on a tall straight flower head. Stands heat well.

Large \$1.00; Medium 75¢ each

QUIBERON (416)—(Midseason) A fine showy buff glad on a tall straight spike with many florets open. A very good exhibition variety and for local market.

Large 40¢; Medium 30¢ each

ROYAL SCOT (470)—(Midseason) A fine new rosy purple that is not too well known. A little different shade than most purples. Those that have grown it like it and I am sure you will too. Looks like a comer.

Large \$2.00; Medium \$1.25 each

SIERRA SNOW (500)—(Midseason) A huge glistening white that you will rave about. Many florets open and many buds showing color on a tall spike. Capable of winning at any show.

Large \$1.00; Medium 75¢ each

THE RAJAH (570)—(Midseason) A beautiful ruffled reddish purple. Opens 6 to 7 huge heavy textured blooms on a heavy spike. Blooms when there is little of this color in the field.

Large 50¢; Medium 35¢ each

TYRONE (466)—(Midseason) A new orchid lavender and one of the best both for a commercial and exhibition variety. A nice clean shade blending to a lighter throat. Opens 6 to 8 on a 22 bud head. Holds color well clear to the tip. The plant is tall, strong and healthy. Tyrone has won many prizes on the show table including Grand Championships. A good variety to get a start in..

Large \$2.00; Medium \$1.50; Small \$1.00 each

"The House of Glads"

Midland, Mich.

Order Number_____

[illegible]

NOW!

**BUY HIGHER PRICED BULBS
WITH CONFIDENCE!**

Because so many people hesitate to try the newer, more expensive varieties of glads, the following sales and purchase plan is offered.

Every bulb that you purchase in medium or large size that retails at MORE than 25¢ each is bought on a Satisfaction Guaranteed Basis.

If you are not satisfied with the bulb or bulbs you purchase; regardless of the reason—whether it be the color, the size, or the growth—you may return them at the end of the season and your **FULL PURCHASE PRICE WILL BE REFUNDED**. With each purchase you will receive a refund guarantee slip.

There are so many new varieties being introduced that are worth growing. Every variety that I am listing is a glad of proven merit. Now you can try them with out fear of buying a dud.



Super Assortment

A hand selected mixture of over 30 varieties. Many of them are varieties that retail at 25¢ or more. A wide color selection that will give you beautiful blooms all season long. With each order of 100 bulbs I will include extra labeled bulbs in newer varieties cataloging for at least \$1.00

100 Lge. Bulbs \$6.95

50 Large Size\$3.50

100 Medium Size ...\$4.50

50 Medium Size ..\$2.25



DAHLIAS

Because I have had so many requests for this beautiful flower I am listing a few of the better ones in a selected color range.

I do not grow these myself except for test purposes. These are grown for me by a Michigan grower that specializes in Dahlias. All are large, hand selected, well cut tuber divisions.

Given proper care they will produce an abundance of beautiful blooms. All of the varieties listed are the large flowering types, producing blooms from 7" to 12" across. I am sure that you will be as well pleased with these as I have been.

COMMODORE.....Beautiful large clear yellow.

EACH — 40¢

ELEANOR VANDER VEER..Large pink in a soft clear shade.

Each — 45¢

JANE COWL..One of the finest — A warm buff blending to a pinkish old gold.

Each — 60¢

JEAN KERR.....A large pure white ball type.

Each — 50¢

MAUD ADAMS..A striking shade of clear lavender.

EACH — 45¢

PRINCE OF PERSIA.....A giant deep red.

EACH — 60¢

SAN MONARCH.....Large clear spectrum red.

EACH — 45¢

TREASURE ISLAND.....Very fine deep gold tone.

EACH — 60¢

SPECIAL

One each of all eight varieties

A \$4.05 value

\$3.50

POST PAID

WHOLESALE PRICES

Prices quoted are per 100; transportation collect.
25 at the 100 rate.

	Large	Med.	Small
Astrid	\$6.00	\$3.75	\$2.00
Beauty Blush	6.00	3.75	2.00
Birch Red	8.00	5.50	3.50
Boulogne	6.00	3.75
Burma	5.50	3.50	2.00
Eliz. Queen	5.50	3.50	2.00
Evangeline	10.50	7.00	5.00
Fl. Nightingale	6.00	3.75	2.00
Friendship	8.00	5.50	3.50
Gen. Eisenhower	5.50	3.50	2.00
Leading Lady	5.50	3.50	2.00
M. Beaton	5.50	3.50	2.00
October Sunshine ...	6.00	3.75	2.00
Pandora	6.00	3.75	2.00
Patrol	12.00	8.00	6.00
Picardy	5.50	3.50	2.00
Ravel	6.00	3.75	2.00
Red Wing	12.00	8.00	6.00
Snow Princess	5.50	3.50	2.00
Spic & Span	6.00	3.75	2.00
Spotlight	5.50	3.50	2.00
Valeria	5.50	3.50	2.00

BULBLETS

These little things are an economical way to get a low priced start in a glad variety. In most cases they are easy to grow. Plant bulblets rather shallow and keep ground moist until sprouted. Sometimes cracking the hard outer shell helps to speed germination. After sprouting a good soaking once a week is needed.

BULBLET PRICES

From Bulbs in Group A	100 — 25¢
From Bulbs in Group B	100 — 35¢
From Bulbs in Group C	100 — 50¢

MINIMUM ORDER:—We appreciate your valued business. However, because of increased postal rates and packing charges we ask that you try to send orders totaling \$2.50 or more. We do not break shipping quantities shown except that 5 bulbs of a variety may be ordered at the 10 rate.

SHIPPING CHARGES:—All bulbs in the retail list are sent prepaid anywhere in the United States. Items ordered from the wholesale list are shipped at YOUR expense. Where you order both retail and wholesale we prefer to send all at your expense and include more extras to cover the cost of postage.

EARLY ORDERS:—Although we have good stocks of most all varieties we always sell out of some varieties. For that reason **ORDER EARLY** to be sure of getting your favorites. Early orders always get the first attention and in most cases **MORE EXTRAS**.

Grand Slam Collection!

Here is a group of Glads that have been Grand Champions at the shows consistantly the last couple of years. Also included are a few of the newer ones that have taken a few prizes themselves. They can all win prizes for you. All of them are good commercial varieties. All are large hand selected bulbs.

5 Fl. Nightengale	5 Spic — Span
5 Leading Lady	1 Poinsettia
5 Spotlight	5 Burma
1 Gold	5 Eliz. Queen
2 Patrol	1 Bridal Orchid
5 Daisy Mae	1 The Rajah
5 October Sunshine	5 Sherwood
2 Red Wing	5 Ravel
2 Evangeline	5 Buckeye Bronze

Total 65 Bulbs

All separately labeled

A \$10.30 value

\$9.00

Cut Flower Special

For those that want a large quantity of one color for baskets or vase work here is a good value. 20 bulbs each of 5 standard colors in Red, Yellow, Pink, White and Lavender all blooming size plump bulbs.

100 Bulbs . . . \$4.95

10 each total 50 bulbs . . . \$2.50

Lewis E. Beals

"The House of Glads"

3403 ASHMAN STREET

MIDLAND, MICHIGAN

GROUP A

Bulbs in this group are priced as follows:

Large—2 for 25¢; 10 for \$1.00; 25 for \$2.00.

Medium—3 for 25¢; 10 for 70¢; 25 for \$1.50.

Small—5 for 25¢.

ABU-HASHAN (378) — (Midseason) A dark violet blue that is a recent importation from Holland. A velvety texture; very striking.

BLAZE (450) — (Late) A large clear light red that is a good cut flower and a consistent bloomer.

BOULOGNE (562) — (Midseason) A beautiful large dark wine red with a velvety texture. For those that like the dark shades you cannot beat it.

BURMA (562) — (Late Midseason) One of the most beautiful and top rated glads. A heavily ruffled deep rose color that is an eye catcher. One of our top favorites and one that should be in every garden.

BEAUTY'S BLUSH (440) — (Midseason) A huge soft blush pink that is a beauty. Grows a tall healthy spike — stands heat well.

BLACK OPAL (354) — (Late) A very beautiful dark black red that with good growing can be tops. Sometimes crooks.

BLUE BEAUTY (476) — (Early) An old one but still one of the best in the medium blues.

BUCKEYE BRONZE (490) — (Late Midseason) A rich bronzy brown. An unusual color that is hard to describe, but one you will like.

DAISY MAE (521) — (Late Midseason) A beautiful large orange pink with a reddish throat. An outstanding glad both for the home garden and for the florist.

DIEPPE (436) — (Midseason) A beautiful salmon-scarlet with a darker throat. An outstanding color that stands out like a sore thumb in the field.

DOLORES (240) — (Early) One of the little ones in a nice shade of light pink blending to a white throat.

ELIZABETH THE QUEEN (566) — (Midseason) In my opinion this is still one of the finest glads in the lavender class. A beautiful clear color with slightly darker penciling in the throat. Heavily ruffled. A grand glad in the home garden or for the commercial grower.

FLORENCE NIGHTINGALE (500) — (Midseason) A nice ruffled white that grows on a long flowerhead and has good placement. In my opinion one of the better ones. A good commercial variety.

GEN. EISENHOWER (542) — (Midseason) A beautiful shade of rose pink. Opens well, has good placement and is a good grower. A good commercial variety.

GOLDEN ARROW (510) — (Midseason) A clear light yellow that is very nice and has good growing habits for us. Florists here liked it.

HIGH FINANCE (582) — (Late) A really beautiful smoky. An orange gray blending to a cream throat. Slightly ruffled petals on a good straight spike. One of the best smokies in the lower priced class.

HUNTRESS (466) — (Early) A light lavender pink. Sometimes flecks but it does not mar its beauty. Has been in demand because there is not much in lavender that blooms this early.

KING LEAR (570) — (Early) Large clear deep reddish purple with a silver edge.

LADY JANE (406) — (Midseason) A beautiful clear light cream with a yellow lip. Something different in a color combination and one you will appreciate.

LANCASTER (470) — (Midseason) A clear dark purple with beautiful ruffled petals. Not too consistent in its performance but when well grown is tops.

LAVENDER AND GOLD (366) — (Early) A very beautiful light lavender with a golden cream throat. Blooms early and is one of the best in its class both for the home garden or as a commercial.

LAVENDER PRINCE (466) — (Late Midseason) A distinct shade of lavender that is different and nice to look at. A tall grower and hardy.

LEADING LADY (506) — (Midseason) A creamy-white sport of Picardy. One of the most popular whites on the market today. Identical with Picardy except color.

LOVELINESS (140) — (Early) One of the real little ones. A soft pink with a white throat. Slightly ruffled.

MALTA (560) — (Midseason) A beautiful shade of begonia rose. A tall strong grower. Loose floret attachment is its biggest fault. A fine variety for the home garden.

MANCHU (513) — (Midseason) A brilliant orange-yellow with a small red blotch. A striking variety that hits you in the eye.

MARGARET BEATON (501) — (Midseason) Large snow white with a small red blotch deep in throat. Very popular.

MARGARET WOOD (570) — (Midseason) A beautiful deep wine-colored glad. An entirely different shade that has attracted much attention. Giant blossoms that open wide.

MISS WISCONSIN (460) — (Late Midseason) A beautiful shade of lavender rose. A rather unusual shade that is very striking. Very popular and one that should be in every garden.

MT. INDEX (401) — (Early) A giant white with a pale yellow throat. Good placement on a tall spike. Blooms very early.

OCTOBER SUNSHINE (420) — (Midseason) A light orange shading to a yellow throat. A good healthy spike and good growing habits. A good commercial.

OKLAHOMA (386) — (Late Midseason) One of my favorite smokies. A ruffled soft lavender-gray with a lavender tinge in the throat. Beautiful with yellow glads.

ORIENTAL PEARL (506) — (Midseason) One of the largest, sturdiest growing creams that we have seen. It is not unusual to have blooms 7" in diameter. You need not baby it to get good size blooms.

PANDORA (422) — (Midseason) This is the glad that has been at the top of the list for the last several years, and one that we consistently praised. It is a variety that until recently has been overlooked. A beautiful soft geranium-pink with a slightly darker throat line that adds to its beauty. Very uniform growth. A good commercial and consistent show winner.

GROUP A (continued)

PHANTOM BEAUTY (440) — (Midseason) A clear light pink that is very fine. Blooms are close together with many open and as a result one spike almost makes a bouquet in itself. Fine exhibition and cut flower variety.

PICARDY (530) — (Late Midseason) Most popular salmon-pink. The old standby that is still hard to beat. Stock is hand selected and appears to be very healthy.

PURPLE SUPREME (470) — (Midseason) A very fine bright purple. Opens many round well-placed blooms on a tall straight spike.

RAVEL (477)—(Midseason) A beautiful violet blue with a reddish brown throat marking that adds to its appearance. A good grower and very popular.

RED CHARM (452) — (Midseason) The old standby in an exhibition and commercial red. Opens well and has good growing habits.

SNOW PRINCESS (400) — (Early Midseason) The standard commercial white that is still very good.

SPARKS (507) — (Late) A very striking and unusual glad. A beautiful creamy yellow with an unusual red blotch effect on lower petals. A large glad with a tall straight spike.

SPOTLIGHT (413) — (Midseason) A large deep yellow with a small red blotch in throat. One of the most beautiful yellows there is.

SPUN GOLD (312) — (Early) A deep golden yellow with no markings. Nice round florets on a spike of medium height. Because it blooms early it is in demand by the florists.

VAGABOND PRINCE (391) — (Midseason) One of the most popular smokies. A rich mahogany brown that is different.

VALERIA (436) — (Midseason) A bright scarlet or light red. Good healthy grower, makes a beautiful spike and is an excellent commercial.

WEDGEWOOD (366) — (Midseason) A medium size glad in a beautiful shade of lavender with a creamy yellow throat, nicely ruffled. A must for the home garden and fast becoming a florist's favorite.

WHITE CHRISTMAS (400) — (Midseason) A beautiful ruffled white frequently tinged with a pink flush that adds to its beauty. Very popular.

WHITE GOLD (506) — (Early) A giant clear light cream shading to golden throat. Sometimes crooks for me but when well grown is a sight. Very useful because it is early.

GROUP B

Large—20¢ each; 10 for \$1.60.

Medium—15¢ each; 10 for 1.20.

Small—10¢ each; 10 for 80¢.

ASTRID (560) — (Midseason) A very distinctive light rose, slightly ruffled. A good grower and one that people here raved about.

BIRCH RED (552)—(Midseason) A very fine medium dark red. This variety is rated very high. Grows well on a tall straight spike. One you will like.

GENE (410)—(Early midseason) A nicely ruffled medium light yellow with good placement and attachment. Very dainty and attractive. Well worth growing.

FLYING FORTRESS (586) — (Late) This is one of the good smokies. A soft smoky grey and an extra large flower.

FRIENDSHIP (440) — (Early) One of the earliest glads and a good one that is fast becoming popular. A slightly ruffled rose pink blending to a cream throat. Very dainty and especially nice.

LADRONE (433) — (Late Midseason) An outstanding color, blending from a rose scarlet on the lips to a yellow throat blotch. Very showy and have had many good comments on it.

SHERWOOD (570)—(Midseason) A beautiful deep ruffled purple on a tall spike. One of the good purples in the lower priced field.

SIBONEY (566) — (Late Midseason) A heavily ruffled rosy lavender with large florets on a tall stalk. Good show and florist variety.

SILVERSIDES (262) — (Early) A bright deep rose with silver edging. One of the little ones that is nice.

SUNSPOT (417) — (Midseason) A light apricot buff with a rosy shading in throat. A good grower and very fine for show purposes and commercial.

WHITE SATIN (100) — (Midseason) A dainty face-up variety, very small florets and ideal for florists, table arrangements and bouquets.

YELLOW BIRD (210) — (Midseason) An outstanding deep yellow in the small varieties. Grows well on a nice spike.

GROUP C

Large—25¢ each; 10 for \$2.00.

Medium—15¢ each; 10 for \$1.20.

Small— 10¢ each; 10 for 80¢.

EVANGELINE (540) — (Late Midseason) This is one of the finer newer varieties. A glowing light pink shading to a creamy throat. A huge flower that is nicely ruffled. Has a long flowerhead and a sturdy spike. A good variety for the home and an excellent commercial.

PARTHIENA (566)—(Midseason) A beautiful new shade of lavender with a slightly darker throat. Blooms are large, ruffled and well placed. An outstanding glad that everyone should have.

PATROL (416)—(Early Midseason) A beautiful clear apricot with a yellow throat. A strong grower with good placement. One of the best in its class and a good commercial.

RED WING (436) — (Midseason) A very fine scarlet red that is a comer both as an exhibition glad and a commercial. Opens well with good placement and tall spike.

SEQUIN (410)—(Early Midseason) A clear light yellow that is nice to look at. A good commercial. Propagation not too good for me but still worth growing.

<p>Special on EVANGELINE</p> <p>Beautiful, tall, shell pink 10 large bulbs regular \$2.00 value</p> <p>\$1.40 Net</p>	<p>Special on NOWETA ROSE</p> <p>sensational new rose 10 large bulbs regular \$4.00 value</p> <p>\$3.00 Net</p>
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